

Blue Ridge Corridor District

Stakeholders partnering to create a distinct destination



ECONOMIC POTENTIAL

Raleigh is one of the top five metropolitan areas in the country for population growth. The emerging market demands for transit, increased density, diverse housing options, and mixed use development combine to give the area a distinct opportunity to establish a thriving 24/7 District.

The Blue Ridge Corridor in West Raleigh is one of North Carolina's most under-recognized areas with regard to economic potential. The District hosts major economic generators including Rex Healthcare, N.C. State University Centennial Biomedical Campus, several State Government facilities, plus major public destinations; N.C. Museum of Art, PNC Arena, Carter-Finley Stadium, N.C. State Fairgrounds, N.C. Museum of Natural Sciences/Prairie Ridge Ecostation, Rex Healthcare and JC Raulston Arboretum.



BUSINESS OPPORTUNITIES

To help advance implementation of improvements, the non-profit Blue Ridge Corridor Alliance was formed by the District's stakeholders. The Alliance supports development of attractive, multi-modal connections and the creation of a safe pedestrian and bicycle friendly corridor with mixed-use, transit-oriented development projects. The Alliance promotes public and private investments that will ultimately result in new jobs, new tax revenue, much needed safety features and amenities and ultimately, an attractive gateway to North Carolina's Capital City.



PUBLIC/PRIVATE INVESTMENT 2014

- The N.C. Heart and Vascular Hospital at Rex Healthcare Main Campus, due for completion 2017 - over \$200 million
- N.C. Museum of Art Campus master plan
- Centennial Biomedical Campus Flexible Laboratory Research Building for lease



DEMOGRAPHICS 2014

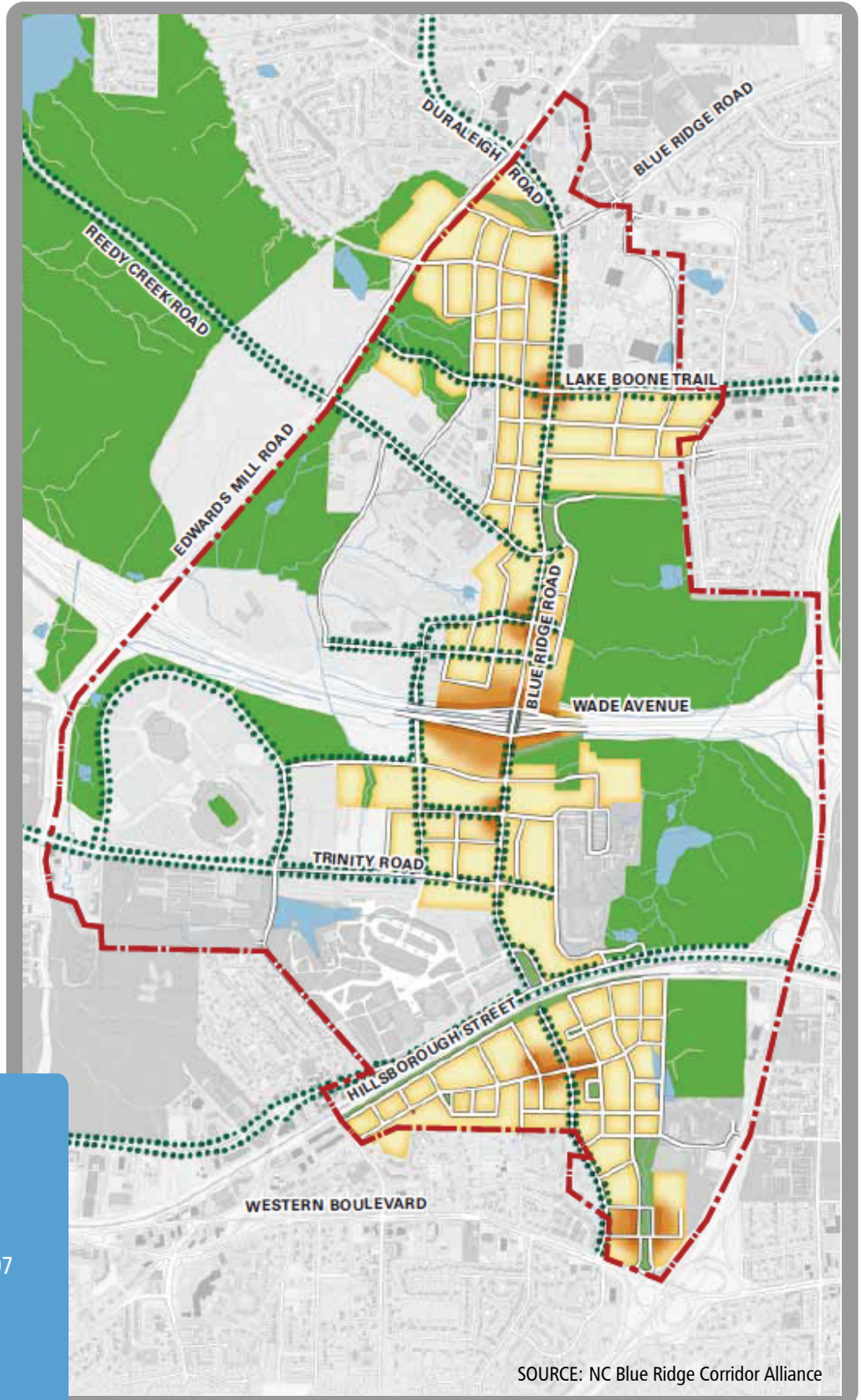
| | 1 MI RADIUS | 3 MI RADIUS |
|---------------------------|-------------|-------------|
| Estimated Population | 6,100 | 66,650 |
| Households (HH) | 2,844 | 27,415 |
| Average HH Income | \$83,379 | \$78,360 |
| Median HH Income | \$52,615 | \$50,920 |
| Average HH Size | 2.15 | 2.12 |
| Median Age | 37.57 | 30.22 |
| Bachelor degree or higher | 54.5% | 57.5% |
| White | 69.2% | 72.6% |
| Black | 14.3% | 14.9% |
| Hispanic | 14.3% | 8.5% |





EASY ACCESS

Traffic has ready access to the District from all directions, directly or indirectly via major roads that include I-40, I-440, Wade Avenue, Edwards Mill Rd, Glenwood Avenue, Western Boulevard and Hillsborough Street. Blue Ridge Road, the transportation spine within the District, is a 4-to 5-lane arterial. Wade Avenue is a major expressway, connecting the center of Raleigh to the District. Interstate 40 offers high visibility and accommodates roughly 60,000 vehicles per day thru the center of the District. Additionally, there are plans for major transit upgrades within the District, which is located along the spine of a potential light-rail line for the Triangle area and the Art to the Heart Greenway is a direct bicycle/pedestrian route downtown.



Your engagement is necessary for
the District's success.

For more information, contact:

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SOURCE: NC Blue Ridge Corridor Alliance